

Information Sheet
Criterion 7
OUTREACH ACTIVITIES

1. Outreach activities have a significant and measurable impact regionally and nationally.
2. The competitive strength of the Outreach Activities narrative lies in the extent to which faculty and the professional schools are involved in outreach.
3. Outreach activities involve three constituencies:
 - Elementary and secondary schools
 - Postsecondary institutions
 - Business, media, and the general public
4. Successful outreach requires commitment, enthusiasm, involvement, and synergy.
5. Bring potential outreach partners on board early in the grant writing process to foster a collaborative spirit.
6. Obtain and document specific commitments for partnership or support before submitting the grant application. If commitments are secure, you can refer to them in the application narrative. This gives the application a competitive edge.
7. You can energize outreach activities by adding a new dimension, or doing the activity in a more creative way, or by adding a new target constituency.
8. Be aware of the changing needs of your service area or region or the nation and adjust your efforts and initiatives to meet those needs.
9. Go off campus and co-sponsor events with community organizations, museums, galleries, cultural groups, foundations, chambers of commerce, visitor's centers, etc.
10. Develop a media outreach strategy. Use mass media effectively and often so the public knows what you have to offer. Track segments of the public that you reach effectively and those that you are not as successful at reaching so to make needed adjustments in delivering your outreach programs and activities.
11. Request assistance from "non-traditional" professional schools (health services, social work, public affairs, environmental studies, journalism, urban development, etc.) in conducting outreach activities.
12. Collaborate with two and four year colleges and universities in your region, especially those institutions that do not have strong international studies, area studies, and foreign language programs.
13. Establish working relationships with state education agencies, state teacher networks, in addition to local school districts.
14. Involve students in outreach activities. They have ideas and perspectives that you may not think of.

Information Sheet
Criterion 7
OUTREACH ACTIVITIES

15. Find ways to reach disadvantaged or underserved groups who do not have opportunities to be exposed to international studies.
16. Use information technologies effectively but not as substitutes for personal interaction.
17. Identify what you do best of the three outreach areas and do that well, but still allocate resources and efforts to the other outreach areas.
18. Create linkages with other National Resource Centers across institutions via listserves, linked websites, joint meetings, and conferences.
19. Cast your net wide to get additional assistance, resources, and expertise in conducting your outreach activities. This reduces the incidence of staff burnout.
20. Set reasonable and realistic outcomes for your outreach activities.
21. Outreach coordinators should make concerted efforts to get the institution to submit grant applications under the Fulbright-Hays Group Projects Abroad and Seminars Abroad programs.